

## AFRICA TRAVEL MAGAZINE

Voice of the Africa Travel Association  
A Dynamic Print and Web Combination  
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## RATES

### CLASSIFIED ADVERTISING MARKETPLACE SECTION.

Per Column Inch \$60

4 column page. Column width 2" depth 10"

### DISPLAY ADVERTISING

BLACK AND WHITE	Full Color
<input type="checkbox"/> Full Page: \$2,190	\$2,790
<input type="checkbox"/> Covers: \$2,690	\$3,290
<input type="checkbox"/> Half Page: \$1,190	\$1,490
<input type="checkbox"/> Third Page: \$790	\$1,090
<input type="checkbox"/> Quarter Page: \$590	\$790
<input type="checkbox"/> Sixth Page: \$390	\$490
<input type="checkbox"/> Ninth Page: \$290	\$390
<input type="checkbox"/> Twelfth Page: \$190	\$290

Advertorial Features in Full Color

- Four Page Section: \$9,700
- Two Page Spread: \$5,400

### Web Advertising Bonus

One year on <http://www.africa-ata.org>

### Full Banner Ads

For print advertisers with a quarter page or more.

### Business Directory Ads

50 word message, plus photo or logo.

### Circulation

- Targeted distribution by Embassies and Ministries of African Host Countries (Tourism, Aviation, Culture, Environment, Hotels, etc.) plus 26 ATA Chapters in Africa, USA, Canada and Worldwide.
- Distribution via PATA, WTO and other ATA partners.
- Copies available at ATA Travel Show Exhibits in New York City, Chicago, Washington, Boston, Los Angeles, San Francisco, Montréal, Toronto, Vancouver, plus other North American markets, Europe and Asia.
- Printable downloads from the official ATA website, search leader on Google, Yahoo and MSN. This award winning site generates millions of page views and hits annually.

## 2007 SCHEDULE

### March-April: Spring Edition

- 10th Ecotourism Symposium Update

### May-June: Africa Travel Yearbook

Appear in one of five supplements:

- ATA 32nd World Congress
- Great Cities of Africa (see below)
- Air Highways to Africa
- Indaba 2007 South Africa
- Peace Through Tourism

### Sept.-Oct: Fall Edition

Appear in one of three supplements:

- Africa Travel Fashions
- Air Highways to Africa
- Great Cities of Africa (see below)

### Nov.-Dec: Year End Edition

- 11th Cultural Ecotourism Symposium

### Great Cities of Africa Series Monthly starting in June 2007

The following magazine supplements will be launched "online" in the first quarter of 2007 and available for preview by download. Final Editions are scheduled for print starting in our May issue. Background for this series is based on contacts with African Mayors at the 2006 UN World Urban Forum, plus personal visits to over 30 African cities that have hosted Africa Travel Association events since 1976.

- Great Cities of Africa
- Great Cities of Ethiopia
- Great Cities of Nigeria
- Great Cities of Tanzania
- Great Cities of Ghana
- Great Cities of South Africa
- Great Cities of Cameroon
- Luanda, Angola
- Kampala, Uganda
- Great Cities of Kenya
- Lusaka & Livingstone, Zambia
- Great Cities of Morocco
- Great Cities of Egypt

No cancellation unless written notice is received 30 days prior to deadline.